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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



JOHN BERTRAND AM

Australian...and proud of it!

John Bertrand would have you believe that his main claim to fame is that he is a proud Australian. To his fellow Australians he is much more.

He is the Australian who skippered the winged keel *Australia 2* to victory over Dennis Connor's *Liberty* to win the 1983 America's Cup, breaking 132 years of American domination and, in the process, breaking the longest-running record in the history of modern sport. The comeback from 3-1 down and the final race victory, billed as the *race of the century*, was perhaps the greatest upset in modern Australian sports history.

Ask any Australian where he or she was the day that it happened, and they will remember.

The *Australia 2*-team victory was voted by Australia's Sports Hall of Fame as *the greatest team performance in 200 years of Australian sport*.

A World Champion and Olympic medallist, John represented Australia in five America's Cups and two Olympic Games. In over 25 years of America's Cup campaigning, he was involved in all areas of activity...from skipper of *Australia 2* to Chairman of *OneAustralia*.

Australia conferred a Member of the Order of Australia (AM) on John in 1985. His biography 'Born to Win' published in 1985, was the largest-selling biography in Australian publishing history.

Together with Herb Elliott and Dawn Fraser, John was a member of the 2000 Australian Olympic team acting as a mentor to the team athletes during the Sydney Olympic Games.

Over his 30 year business career, he has successfully established businesses in the marine industry, property development industry and media industries. He is Executive Chairman of the television production and distribution company WorldWide Entertainment that exports television shows to 120 countries worldwide.

Within community services, he is Chairman of the Alannah and Madeline Foundation, a charity that supports children who have suffered violent crime or sudden family loss. He is also a Director of the Australia Day Committee.

John holds a Mechanical Engineering degree from Monash University and a Master of Science degree from MIT in Boston.

He is a life member of both the America's Cup Hall of Fame and Australia's Sports Hall of Fame.

John love of sailing continues. Over recent years has been ranked #1 in the world in the Etchell class.

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TOPICS

- ◆ Teams and Winning
- ◆ Leadership

CLIENT FEEDBACK

"John had the room breathless, very suitable for the audience. The video he used brought out patriotism we haven't felt for a long time. Incredibly inspirational."

Goldman Sachs JBWere

"John was one of the better speakers we've had so far. He showed a genuine interest in our company and it's workings prior to the conference so he was able to tailor his presentation around relevant issues for us. He held our audience captivated, which is no easy task."

Swann Insurance

"John provided valuable insight into the complexities of leading a high performance team for an extended period with a specific goal in mind. He provided his views on leadership in relation to that task and how issues including team morale were maintained over that period. He related that to a law enforcement environment reflective of the current challenges faced in respect to Australia's national security issues. Apart from being mesmerized by your views and values, the lasting impression I have of our meeting is your capacity to "listen". It is a leadership trait I try to emphasise throughout our Program - "first seek to understand - and then, to be understood."

Australian Federal Police

"John was most thorough in his approach to understanding the clients needs."

Eventures

"Feedback received was very positive. John was down to earth and realistic in his views. He shared information and thoughts that the audience could relate to."

Australian Institute of Management

"John took time to understand our people, our business and engaged the topic with a real passion that enabled our people to live the experience. This directly translated into our training program and enlivened their view of the leadership opportunity and challenges our business has ahead of it. In addition it was a powerful message that helped further unite our senior leadership team from the perspective of gaining a commitment to each other."

Nilsen Electric

"John was fantastic, thank you. The delegates were extremely positive with their feedback, with some quoting he was the best presenter they had ever seen."

Genesys Wealth Advisors

"Your messages certainly reinforced the key underpinning aspects of how as a business we can move forward. From my perspective the highlights that were the importance of the: belief, confidence, and braveness as demonstrated by Brody, the Power of the mind in taking you where you want to go as demonstrated by Ben from the technical perspective and the many other examples that you need such as Herb Elliot's Positioning yourself to win through understanding the psychology of the event. The guys during the next day certainly relived your presentation with enthusiasm and ownership."

Nilsen Electric (Vic) Pty Ltd